

Lines of Business Reduction Impact Statements

Economic Development Authority

001-16-80 Reduce Advertising Program

LOB Number	LOB Title	Positions	Expenditures	Revenue	Net Reduction
16-01	Economic Development Authority	0 / 0.0 SYE	\$277,400	\$0	\$277,400

DESCRIPTION OF REDUCTION

Reduction of the Fairfax County Economic Development Authority's (FCEDA) Advertising program.

IMPACT OF REDUCTION

The award-winning advertising program has been a key component for building outreach to businesses over the last 30 years, and is essential to attracting companies to Fairfax County that will occupy office space and generate funds through business taxes to support County services. A reduction of \$277,400 in the advertising budget for FY 2010 is approximately 4 percent of the total FCEDA budget and will diminish the FCEDA's ability to reach corporate executives who decide where to expand or relocate their company operations. The number of people who see or hear an ad could be reduced by one-third to one-half from the estimated 70 million impressions FCEDA expects to have in FY 2009 and 2 million messages to prospects in key markets.

Limiting the reach to corporate executives means that fewer of them will have Fairfax County "top of mind" when they want to expand or relocate their companies. Fewer companies expanding or relocating to Fairfax County means a smaller commercial tax base, which affects the ability of the Board of Supervisors to fund programs and services for a growing and diversifying population, and may result in a longer period of recovery from the recession for Fairfax County.

It should be noted that the EDA Commission is considering alternative options in terms of how to mitigate the impact of this reduction on FCEDA's advertising programs on behalf of the County.

001-16-81 Eliminate Web Site Upgrade

LOB Number	LOB Title	Positions	Expenditures	Revenue	Net Reduction
16-01	Economic Development Authority	0 / 0.0 SYE	\$30,000	\$0	\$30,000

DESCRIPTION OF REDUCTION

This reduction eliminates the Fairfax County Economic Development Authority's (FCEDA) Web site upgrade.

IMPACT OF REDUCTION

The FCEDA Web site provides essential information to businesses and site location decision-makers. Not only is data reviewed and updated but the technical processes of the system are upgraded so that users access information with ease. Loss of this upgrade may yield concerns regarding functionality on the part of businesses in the County, or from other national or international sources.

The Web site is a reflection of the knowledge industry that is based in Fairfax County. As reported in an article released in January 2009 by the *Gateway to Loudoun and Dulles South*, "....while the reasons are many, and the PR resources available are more numerous and much different, there are certainly very visible differences from an online marketing perspective...." It is critical that the FCEDA maintain its edge in the technical development of its Web site.

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<i>Economic Development Authority</i>					
001-16-82 Reduce Marketing Database Support					
LOB Number	LOB Title	Positions	Expenditures	Revenue	Net Reduction
16-01	Economic Development Authority	0 / 0.0 SYE	\$10,000	\$0	\$10,000
DESCRIPTION OF REDUCTION					
This reduction eliminates the Fairfax County Economic Development Authority's (FCEDA) marketing database support.					
IMPACT OF REDUCTION					
This database is a requirement for the marketing intelligence used by the FCEDA in its outreach to companies. Staff does not have the technical knowledge to set up the protocols and complex architecture to maintain the database. Reducing the database support provided by an IT professional means compromising the information that is essential for the FCEDA to be successful in attracting business. Similar databases are used by other jurisdictions. The elimination of technical support could put the FCEDA behind other areas locally, nationally and internationally.					

001-16-83 Reduce Special Events Funding					
LOB Number	LOB Title	Positions	Expenditures	Revenue	Net Reduction
16-01	Economic Development Authority	0 / 0.0 SYE	\$14,500	\$0	\$14,500
DESCRIPTION OF REDUCTION					
Elimination of the event titled Celebration of Business Success and the Fairfax County Economic Development Authority's (FCEDA) business retention event.					
IMPACT OF REDUCTION					
The FCEDA uses several methods to attract and retain business, including holding special events for businesses. The Celebration of Business Success event honors approximately 35 highly successful small, minority-owned and woman-owned businesses in Fairfax County. Business Retention events provide approximately 40 companies with key information as a value added component to their business success. These outreach activities demonstrate to businesses the impact they have on the County's economy and encourages them to remain in Fairfax, particularly when they are approached by other economic development organizations to relocate their businesses to those jurisdictions.					
The loss of such events and value-added services could impact the loyalty that companies feel towards Fairfax County and make them more open to offers from other jurisdictions. Such moves could result in a decrease in the business tax revenue that funds County services.					

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<i>Economic Development Authority</i>					
001-16-84 Eliminate World Information Technology Services Alliance (WITSA) Sponsorship					
LOB Number	LOB Title	Positions	Expenditures	Revenue	Net Reduction
16-01	Economic Development Authority	0 / 0.0 SYE	\$12,500	\$0	\$12,500
DESCRIPTION OF REDUCTION					
Eliminate sponsorship to the World Information Technology Services Alliance, a consortium of 60 information technology industry associations from economies around the world.					
IMPACT OF REDUCTION					
The sponsorship of WITSA raises the profile of Fairfax County in the technology industry world-wide, increasing the opportunity to present the County as a global business location. The elimination of this sponsorship will result in a decreased awareness of Fairfax County in the international technology industry, one of the FCEDA's target markets.					

001-16-85 Reduce Marketing Support					
LOB Number	LOB Title	Positions	Expenditures	Revenue	Net Reduction
16-01	Economic Development Authority	0 / 0.0 SYE	\$55,600	\$0	\$55,600
DESCRIPTION OF REDUCTION					
Reduce Fairfax County Economic Development Authority's (FCEDA) Marketing Support.					
IMPACT OF REDUCTION					
This category reduces contractor fees for printing marketing materials, legal fees, photography, memberships and subscriptions. The FCEDA will have a less efficient level of service by reducing the marketing support that businesses have received in the past.					
The FCEDA's professional level of service has encouraged business location and retention in Fairfax County. A decline in the marketing service level could result in reduced business expansion and a decline in the business tax revenues received by the County.					